AMENDMENTS

In the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently amended) A method for providing targeted programming to a user outside of the user's home, the method comprising:

receiving ~~at least one of~~ a user identification <u>comprising an identifier corresponding to an account number used in a transaction</u> ~~and a user profile~~;

selecting a program based at least in part on the ~~at least one of the~~ user identification ~~and the user profile~~, and

providing the program for presentation to a user outside of the user's home.

2. (Currently amended) The method of Claim 1, ~~wherein the user identification is received and~~ further comprising the step of obtaining a user profile associated with the user identification.

3. (Original) The method of Claim 2, wherein the program is selected based at least in part on the user profile.

4. (Original) The method of Claim 2, wherein the method is implemented by obtaining the user profile from a database.

5. (Original) The method of Claim 2, wherein the method is implemented by obtaining the user profile from a device selected from the group consisting of: memory and data storage device.

6. (Original) The method of Claim 2, wherein the method is implemented by utilizing a controller to perform one or more functions selected from the group consisting of: receiving the user identification, obtaining the user profile, selecting the program, and providing the program.

7. (Original) The method of Claim 1, wherein the user identification is associated with a single user.

8. (Original) The method of Claim 1, wherein the user identification is associated with a group including the user.

va-141224

9-11. Canceled

12. (Original) The method of Claim 1, wherein the method is implemented by utilizing a user interface device to receive the user identification.

13. (Original) The method of Claim 1, the method further comprises transmitting the program to a presentation device.

14. (Original) The method of Claim 13, wherein the program is transmitted over at least one medium selected from the group consisting of: wireless transmission system, analog television broadcast, digital television broadcast, analog radio broadcast, digital radio broadcast, analog wireless communication network, digital wireless communication network, microwave system, millimeter wave system, infrared system, satellite transmission system, wire based transmission system, analog cable system, digital cable t system, coaxial connection, fiber optic link, telephone system, closed circuit system, Very high speed Digital Subscriber Lines, VGD, stand-alone system for providing pre-recorded programs, network connection, Internet, private network, public network, wireless lo network, weed network, ATM network, wide area network, local area network, intranet and extranet.

15. (Original) The method of Claim 13, wherein the program is transmitted via streaming program segments.

16. (Original) The method of Claim 1, wherein the program is obtained from one or more devices selected from the group consisting of: a memory and a data storage device.

17. (Original) The method of Claim 1, wherein the method further comprises generating the program.

18. (Original) The method of Claim 17, wherein the program is generated in real time.

19. (Original) The method of Claim 1, wherein the method further comprises presenting the program utilizing a presentation device including a user identification component and an output component.

20. (Currently amended) The method of Claim 1, wherein the ~~at least one of the~~ user identification and the user profile is received from a user identification device.

21. (Original) The method of Claim 20, wherein said user identification device includes one or more devices selected from the group consisting of: wireless receiver, magnetic card reader, smart card reader, optical reader, optical scanner, barcode scanner, video camera, keyboard, keypad, touch screen, voice activated control interface, fingerprint scanner, voice recognition circuit, retina scanner and biometrics identifier device.

22. (Original) The method of Claim 1, wherein the program is provided to a user via at least one presentation device selected from the group consisting of: speaker, printer, television, home theater system, video screen, computer workstation, personal computer, laptop computer, audio system, radio, audio playback device, MP3 player, gaming console, personal digital assistant, set-top box, telephony device, wireless telephony device, wireless device, an Internet-enabled telephone, pager, web phone, web pad, web tablet, virtual reality system, heads-up display, and tactile or sensory perceptible signal generator.

23. (Original) The method of Claim 1, wherein the program is provided to a user via a presentation device that is a stand-alone unit.

24. (Original) The method of Claim 1, wherein the program is provided to a user via a presentation device that includes communication hardware and software to allow the user to connect a user device for receiving the programming.

25. (Original) The method of Claim 24, wherein the program is provided to the user device via at least one medium selected from the group consisting of: wireless transmission system, analog television broadcast, digital television broadcast, analog radio broadcast, digital radio broadcast, analog wireless communication network, digital wireless communication network, microwave system, millimeter wave system, infrared system, satellite transmission system, wire based transmission system, analog cable system, digital cable system, coaxial connection, fiber optic link, telephone system, closed circuit system, Very high speed Digital Subscriber Lines, VGD, stand-

va-141224

alone system for providing pre- recorded programs, network connection, Internet, private network, public network, wireless lo network, wired network, ATM network, wide area network, local area network, inkanet and extranet.

26. (Original) The method of Claim 1, wherein the program includes at least one form of programming selected from the group consisting of: advertising, entertainment programming, educational programming, informative programming, television programming, radio programming, motion picture programming, video game programming, video programming, audio programming, live programming, pre-recorded programming, sports programming, music programming, music video programming, game show programming, news programming, and non-commercial programming.

27. (Original) The method of Claim 1, wherein the program includes at least one format selected from the group consisting of: video, audio, still frame pictures, graphics, textual information, animations, multimedia, slow frame video data, video stills, sequences of individual frames, virtual reality data, live data, pre-recorded data and computer \ generated data.

28. (Currently amended) A system for presenting targeted programming to a user outside of the user's home comprising:

  (a) a presentation device; and

  (b) a controller connected to the presentation device,

  whereupon the controller receives ~~at least one of~~ a user identification <u>comprising an account number used in a transaction</u> ~~and a user profile~~, the controller obtains a program based at least in part on the ~~at least one of the~~ user identification ~~and the user profile~~ and provides the program to a presentation device for presentation to a user outside of the user's home.

29. (Original) The system of Claim 28, wherein the controller transmits the program to the presentation device.

30. (Original) The system of Claim 28, wherein the controller provides the program over a communications link.

31. (Original) The system of Claim 28, wherein the controller provides the program over at least one medium selected from the group consisting of: wireless Transmission system, analog television broadcast, digital television broadcast, analog radio broadcast, digital radio broadcast, analog wireless communication network, digital wireless communication 5 network, microwave system, millimeter wave system, infrared system, satellite transmission system, wire based transmission system, analog cable system, digital cable system, coaxial connection, fiber optic link, telephone system, closed circuit system, Very high speed Digital Subscriber Lines, VGD, stand-alone system for providing pre-recorded programs, network connection, Internet, private network, public network, wireless lo network, wired network, ATM network, wide area network, local area network, intranet and extranet.

32. (Original) The system of Claim 28, wherein the controller provides the program via streaming program segments.

33. (Original) The system of Claim 28, wherein the controller obtains the program from at least one source selected from the group consisting of: a network, a satellite feed, a memory, a server and a data storage device.

34. (Original) The system of Claim 28, wherein the controller provides the program via a network.

35. (Original) The system of Claim 28, wherein the controller obtains a program generated by the controller itself.

36. (Original) The system of Claim 35, wherein the controller generates the program in real time.

37. (Original) The system of Claim 28 wherein the controller obtains a user profile associated with the user identification.

38. (Original) The system of Claim 37, wherein the controller obtains the user profile from at least one source selected from the group consisting of: a memory, database, a data storage device, a server and a network.

39. (Original) The system of Claim 28, wherein the controller is a hub.

40. (Original) The system of Claim 28, wherein the presentation device is located at a fixed reception site.

41. (Original) The system of Claim 40, wherein the program is stored at the reception site.

42. (Original) The system of Claim 28, wherein the controller and the presentation device are connected via a wireless connection.

43. (Original) The system of Claim 28, wherein the program is stored on the presentation device.

44. (Original) The system of Claim 28, wherein at least one of the user identification and the user profile is located on the presentation device.

45. (Original) The system of Claim 28, further comprising a user identification device that provides at least one of the user identification and the user profile.

46. (Original) The system of Claim 28, further comprising a user identifier device selected from the group consisting of: wireless receiver, magnetic card reader, smart card reader, optical reader, optical scanner, barcode scanner, video camera, keyboard, keypad, touch screen, voice activated control interface, fingerprint scanner, voice recognition circuit, 5 retina scanner and biometric identifier device.

47. (Original) The system of Claim 28, wherein the presentation device includes at least one device selected from the group consisting of: speaker, printer, television, home theater system, video screen, computer workstation, personal computer, laptop computer, audio system, radio, audio playback device, MP3 player, gaming console, personal digital assistant, set-top box, telephony

device, wireless telephony device, wireless device, pager, web phone, web pad, web tablet, virtual reality system, heads-up display, and tactile or sensory perceptible signal generator.

48. (Original) The system of Claim 28, wherein the presentation device is a stand- alone unit.

49. (Original) The system of Claim 28, wherein the presentation device is connected to a user device, the user device being configured for receiving the programming.

50. (Original) The system of Claim 28, wherein the presentation device is connected to the user device via one or more medium selected from the group consisting of: wireless transmission system, analog television broadcast, digital television broadcast, analog radio broadcast, digital radio broadcast, analog wireless communication network, digital wireless communication network, microwave system, millimeter wave system, infrared system, satellite transmission system, wire based transmission system, analog cable system, digital cable system, coaxial connection, fiber optic link, telephone system, closed circuit system, very high speed Digital Subscriber Lines, VGD, stand-alone system for providing pre- recorded programs, network connection, Internet, private network, lo public network, wireless network, wired network, ATM network, wide area network, local area network, intranet and extranet.

51. (Original) The system of Claim 28, further comprising a second presentation device.

52. (Original) The system of Claim 51, wherein the controller is adapted to select a second program for the second presentation device based at least in part on at least one of a second user identification and a second user profile.

53. (Currently amended) A system for presenting targeted programming to a user outside of the user's home comprising:

    (a) an input device that receives at least one of a user identification comprising an identifier corresponding to an account number used in a transaction and a user profile;

    (b) a controller connected to the input device, the controller selecting a program based at least in part on the at least one of the user identification and the user profile; and

(c) a presentation device connected to the controller, the presentation device being adapted to present the program to a user outside of the user's home.

54. (Original) The system of Claim 53, wherein the controller comprises a hub.

55. (Original) The system of Claim 53, wherein the input device, the controller and the presentation device are located at a single reception site.

56. (Original) The system of Claim 53, wherein the controller transmits the program to the presentation device.

57. (Original) The system of Claim 53, wherein the controller provides the program to the presentation device.

58. (Original) The system of Claim 57, wherein the controller transmits the program to the presentation device via a communications link.

59. (Original) The system of Claim 57, wherein the controller provides the program over at least one medium selected from the group consisting of: wireless transmission system, analog television broadcast, digital television broadcast, analog radio broadcast, digital radio broadcast, analog wireless communication network, digital wireless communication s network, microwave system, millimeter wave system, infrared system, satellite transmission system, wire based transmission system, analog cable system, digital cable system, coaxial connection, fiber optic link, telephone system, closed circuit system, Very high speed Digital Subscriber Lines, VGD, stand-alone system for providing pre-recorded programs, network connection, Internet, private network, public network, wireless lo network, wired network, ATM network, wide area network, local area network, intranet and extranet.

60. (Original) The system of Claim 57, wherein the controller provides the program via streaming program segments.

61. (Original) The system of Claim 53, wherein the controller obtains the program from at least one source selected from the group consisting of: a network, a satellite feed, a memory, a server and a data storage device.

62. (Original) The system of Claim 53, wherein the controller generates the program.

63. (Original) The system of Claim 62, wherein the controller generates the program in real time.

64. (Original) The system of Claim 53, wherein the controller obtains a user profile associated with the user identification.

65. (Original) The system of Claim 64, wherein the controller obtains the user profile from one or more sources selected from the group consisting of: a memory, a database, a data storage device, a server and a network.

66. (Original) The system of Claim 64, wherein the controller selects the program based at least in part on the user profile.

67. (Original) The system of Claim 53, wherein the presentation device is located at a fixed reception site.

68. (Original) The system of Claim 53, wherein the controller and the presentation device are connected via a wireless connection.

69. (Original) The system of Claim 68, wherein at least one of the user identification and the user profile is located on the presentation device.

70. (Currently amended) The system of Claim 53, further comprising a user identification device that provides at least one of the user identification and the user profile.

71. Canceled

72. (Original) The system of Claim 53, wherein the presentation device includes at least one device selected from the group consisting of: speaker, printer, television, home theater system, video

screen, computer workstation, personal computer, laptop computer, audio system, radio, audio playback device, MP3 player, gaming console, personal digital s assistant, set-top box, telephony device, wireless telephony device, wireless device, pager, web phone, web pad, web tablet, virtual reality system, heads-up display, and tactile or sensory perceptible signal generator.

73. (Original) The system of Claim 53, wherein the presentation device is a stand- alone unit.

74. (Original) The system of Claim 53, wherein the presentation device includes communication hardware and software to allow the user to connect a user device for receiving the program. 75. The system of Claim 53, further comprising a second presentation device.

76. (Currently amended) The system of Claim 75, wherein the controller is adapted to select a second program for the second presentation device based on at least one of a second user identification and a ~~second~~ user profile.

77. (Currently amended) An article of manufacture comprising:

a computer readable medium having computer readable program code means for causing a computer to:

receive a user identification <u>comprising an identifier corresponding to an account number used in a transaction</u>;

obtain a user profile associated with the user identification;

select a program based at least in part on the user profile; and

provide the program for presentation to a user outside of the user's home.

78. (Currently amended) A computer data signal embodied in a transmission medium comprising:

a code segment including a user identification <u>comprising an identifier corresponding to an account number used in a transaction</u>;

a code segment including a user profile associated with the user identification; and

a code segment including a program for presentation to a user outside of the user's 5 home, the program being selected based at least in part on the user profile.

79. (Currently amended) A system for presenting targeted information to a user outside of the user's home comprising:

(a) a means for receiving at least one of a user identification comprising an identifier corresponding to an account number used in a transaction ~~and a user profile~~;

(b) a means for obtaining a program based at least in part on the ~~at least one of the~~ user identification ~~and the user profile~~; and

(c) a means for presenting the program to a user outside of the user's house.